

Network Action Proposal

Title:	euCognition Outreach through Book and Web Page
Membership number(s)	
Member name(s)	Joanna J. Bryson
Member institute/company name(s)	University of Bath
Goals of the action	<p>This action be conducted by an experienced author and cognitive systems expert acting as an Outreach officer (Dylan Evans) and under minimal supervision of one network member (JB).</p> <p>A) Publish an ordinary popular science book and an accompanying web page based on interviews and media provided over the web by cognitive systems practitioners. This would be done in the probably vain hope that these would be read by middle-school students and the somewhat more likely hope it would be read by teachers and this might result in more people entering into cognitive systems careers. Attention would be placed on reaching to woman and ethnic minorities. Some small percentage of EU voters might read these too.</p> <p>B) Conduct outreach and publicity around the book and website to European and Global technology media, with a goal of establishing EU cognitive systems experts and projects as known resources.</p>
Principal activity to which it contributes <ul style="list-style-type: none"> o Community Outreach o Scientific Outlook o Education & Training 	Project contributes to all three, but particularly Community Outreach.
Concrete outcomes of the action (at least one of which should be material suitable for publication on the euCognition website)	<p>A) A book, accompanied by material on a website (either euCognition's, our publisher's, or a publishing partner's).</p> <p>B) Press contacts and coverage between European cognitive systems projects and research leaders and the international press.</p>
Effort in person-days that will be charged to the Network Action (if any)	Outreach Officer: 120 person days (6 months)
Expected start and duration in months	Jan or Feb 2008, 6 months
The requested funding, under the following headings: <ul style="list-style-type: none"> o Travel Costs o Other Costs (check with the Network 	<p><i>See below for a detailed breakdown of costs</i></p> <p>Telephone and office resources replacing travel: 1,000</p>

Coordinator if you aren't sure about eligibility of these costs <ul style="list-style-type: none"> o Labour Costs (identify the number of person-days and the rate per day). 	Travel to a couple conferences and EU cognitive systems sites: 2,000 Staff costs: 43,220 Total total 46,220
Please identify any other sources of funding that contribute to this Action (actions to support events such as workshop and conferences should include an outline budget identifying the total cost)	Expected advance and royalties for the author(s) from the book, would be expected to recompense for any effort after the term of contract in completing the book.
Workshops: <i>official euCognition event</i> (yes/no & maximum number of members that can be accommodated)	n/a

Staff costs

	euro	+20% other costs
OO	32,837	39,404
Recruitment	3,180	3,816
Total		43,220

Note: we actually expect to spend nothing on recruitment since if we lose the current candidate we will probably bail on this project (or possibly exploit personal networks for another one), and possibly less on the outreach officer, these figures are just required by. All unused funds will be retained by the EC and never delivered to Bath.